

Friendly Service Means

Customer Care

I would like to take this opportunity to let you know about one of your employees at the Highland Park K mart. His name is Jim Fields, apparel manager.

He is, without a doubt, very conscientious, capable, understanding and most of all cooperative. He made my trip to K mart a pleasurable experience, being most helpful in my needs at the time. I purchased 68 caps for men along with a few other things. They were given as Father's Day gifts for male residents at G.A.F. Lake Cook Terrace Nursing Home, Northbrook, Illinois. He turned a shopping chore into a fun shopping spree. Thank you for taking the time to read this letter.

Thanks to apparel manager Jim Fields, K mart 3035 Highland Park, Illinois.

I am sending this letter from Alaska. In Granite City, Illinois, I received a raincheck for a Minolta 35mm camera in mid-May. Since I was planning a trip to Alaska, I wanted to be sure to have my camera with me. When I called to check on the camera and explain the situation, I was lucky enough to speak to Mark McIntyre.

The K mart in Granite City did not have any Minolta's in stock and were unsure when they would come. Mr. McIntyre diligently searched for this camera to ensure a successful vacation for me.

Mr. McIntyre finally found one and only one camera. But of course that was all I needed. Because I am so appreciative of his efforts on my part, I feel it is necessary to bring this hardworking young man to your attention. I would like to commend him for his excellent work and hope you do the same.

Any employee as diligent, sensitive, and caring as Mark McIntyre deserves not only credit for his good work but your highest consideration and reward for his excellent knowledge and handling of the public.

Mr. McIntyre has great potential to further himself in your corporation.

Thanks to camera-jewelry employee Mark McIntyre, K mart 3137, Granite City, Illinois.

I have been a K mart customer for several years and wish to share an example of what I consider an outstanding service rendered by Mr. Sealey.

Recently, I visited your Western Blvd. store and was promptly greeted by Mr. Sealey who offered to assist me. I explained that I just wanted to "look" at some portable radio stereo sets. He showed me several units and demonstrations and provided a full explanation of the advantages of each. Although I informed him that I did not intend to make a purchase at this time, he still persisted in his enthusiasm without creating undue sales pressure.

Later, I returned to the store, saw Mr. Sealey, and purchased one of the sets. When he wrote the order he asked my permission to have a trainee participate in the transaction. I was pleased to consent and was quite impressed with his instructions to the trainee.

As you might surmise, on both times I visited, there were many obvious job pressures, but Mr. Sealey conducted himself with complete control and composure.

If your company has an incentive awards program, I would suggest that you consider Mr. Sealey as a candidate for appropriate recognition and honor.

You may count on my continued K mart shopping.

Thanks to Jerry Sealey, K mart 4450, Raleigh, North Carolina.



Customer Pleaser

Store reporter Regina Shortridge, K mart 9749, Winchester, Kentucky

Since our store opening of August '82, Lela Brown has proven what a customer pleaser should be. Lela is a very outgoing person. I'm sure there's not a customer in Winchester, or for that matter an employee, who dislikes her. She knows how to please our customers, and that's what keeps them coming back. She always has a smile on her face, even when things are not going so well for her. She knows more jokes than anyone around. I guess if I were to sum up our feelings in one word about Lela, it would be "extraordinary". As long as she's around, we can rest easy that our customers will walk away satisfied.

Yesterday I purchased a lawn mower from your Gulfport, Mississippi, store. Difficulties developed with the mower, therefore, I contacted the store and returned with the mower. Your assistant manager, Benny Redmond, was most helpful, kind, courteous and a great asset for your store. It is a pleasure to do business with your store.

Thanks to Resident Assistant Manager Benny Redmond, K mart 7089, Gulfport, Mississippi.

I wish to express my feelings about a fine young lady in your employ, Arlene Hopkins, at the K mart cafeteria at Greenfield and Michigan in Dearborn.

If there were more people like this one it would be a pleasure to find them. She is a very alert, fast person that makes every move count and can fit in wherever she is needed. She is not afraid to work and she really likes people and her job.

She will go out of her way for them. I know for I am a diabetic and she made an effort to help me get my food when I explained I had to have it in a hurry at this time. She has a very fine personality and does not make you think she is doing you a favor to wait on you.

The poker faced personnel who have no interest in the customer make me angry. To them it's just a job and paycheck. We bring in the money.

This young lady has good qualities to be a success.

Thanks to cafeteria employee Arlene Hopkins, K mart 3395, Dearborn, Michigan.

Recently I had a problem with some wall paper obtained at your store. These three people handled my problem with such consideration that I feel you should be made aware of them. They are a definite asset to your company and contribute to the good image of K mart.

You will always have return customers as long as you continue to employ people such as these.

Thanks to Co-Manager Thomas Cole, Home Center Manager David Oliver, trainee Jim Petty, K mart 3251, Indianapolis, Indiana.

This letter is in regards to my conversation I had with your assistant manager.

I have met you at the Chamber of Commerce luncheons and since have seen you at various functions. I know how you have great pride in your store and thought perhaps you might like to hear of my experience in there today.

I needed to come in contact with three of your employees. A gentleman at your Customer Service area, a woman in the aisle close to the Drapery Department, and a young woman helping me in the Drapery Department. Now, since I live in St. Petersburg and work in Seminole, I have only been in your store four times, including today. I have not needed help in the past, so I just went in and out of your store quickly. Due to having problems today, I needed the help and I want you to be aware that the three employees I did come in contact with were extremely pleasant and helpful. You could tell those that helped me were pleasant not because it was their job but because evidently they are like that at all times. Should I need to shop at K mart here in Seminole you can be sure I will.

So many times in our society it is much easier to sit and write a letter to complain and for some reason or other we don't have the time to write a letter of praise. It appears as though you have all the right to be proud of your employees and please let them be aware that some of their customers are thankful to come across some nice, pleasant individuals and for them to keep up the good work.

Thanks to Manager J. Johnson and staff at K mart 3549 Seminole, Florida.

I just want to let you all know what fine stores you have. I go to the K mart in the Westchester Shopping Center on S.W. 24th St. and 84th Ave. in Miami, Florida.

The store is always clean and well kept. The products are of good quality and value. Please keep up the good work.

Thanks to the staff at K mart 4298, Miami, Florida.

I am writing this unsolicited letter to compliment your employment of a special woman, Ms. Jackie Golden. On Thursday, June 23, I had the pleasure of encountering Ms. Golden at her register station.

During the usual tallying procedure, I became aware of Ms. Golden's special concern for courtesy, efficiency and genuine friendliness for her customers. You may wonder why I would take the time to communicate about an ordinary transaction at K mart.

That's just the point! In no sense of the word was this exchange ordinary.

Doing business at any level is enhanced by a positive corporate attitude but it's the real human touch at the register that makes the difference for me.

I appreciate Jackie Golden. She gives real meaning to your slogan—Thanks for shopping at K mart.

Thanks to checkout operator Jackie Golden, K mart 3254, Fort Wayne, Indiana.

I am writing to you as a satisfied K mart customer. I shop at the K mart Plaza in Waterbury, Connecticut. It is a well-managed and very clean store.

Recently, I did some work on my house and bought supplies from your home improvement department. I must say that the courteous and helpful service I received from your employee John D'Amelio has never been duplicated by any other discount store. Others have told me the same thing about him.

In this day of fast sales and little service, Mr. D'Amelio is truly a credit to your organization.

I will continue to shop at K mart and I always recommend your store to relatives and friends. Thank you for your time.

Thanks to Home Improvement Manager John D'Amelio, K mart 3152, Waterbury, Connecticut.